

21st International Project Week 2019
20th – 24th May 2019

Lecturer: Marcel Buijs

University/Company: IPro Training NL bv

Country: Netherlands

Start or improve your business by using the Business Model Canvas.

Content:

The business model canvas is a practical way to evaluate, improve or start a business. It gives in a short period a good overview what is needed to be successful in business.

Methods:

First the theory of the nine building blocks will be explained followed by working together in a practical way. In small groups the students work out the business model canvas.

Competences and skills to be acquired:

Understand the theory of the Business Model Canvas. Apply it to your own business ideas and be more successful in less time.

Prerequisites:

Basic knowledge of marketing and business and the skill to work in groups of 4 students.

Language of instruction:

English

Recommended for:

Economics